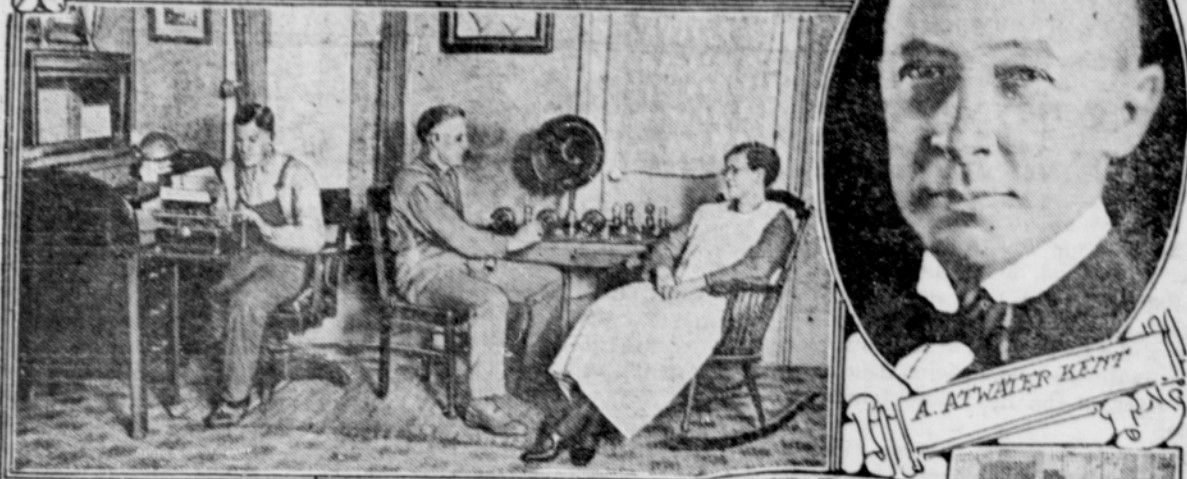


What Radio Means to the Farmer



NEARLY RADIO MEANS BUSINESS

By A. ATWATER KENT

ICKING dollars out of the air was one trick of the old-time sleight-of-hand artist that never failed to give his audience a thrill. While it was recognized as a trick, the mere suggestion that dollars might, somehow, be plucked from the ether stirred the interest of the average spectator more than many other feats of legerdemain requiring much greater skill. It touched his money sense—and the "pocket nerve" has long been recognized as one of the most sensitive in the human makeup.

Today, however, government experts hold that the illusion of the magician has been changed into the fact of actual accomplishment. Dollars are being taken from the air. Official investigation, in fact, reveals the air as a potential source of wealth for the farmers of this country to an extent rivaled only by the productivity of the soil itself.

This transformation is being brought about by the development and extension of radio facilities and services to fit the special needs of agriculture. For it is in agriculture that radio seems certain to find its greatest development as a utility with a direct dollar and cents value to its users.

Secretary of Agriculture Jardine, who has given much study to the use of radio as an aid to agriculture, recently said:

"Radio is already a vital factor in the economic and intellectual life of the farmer. It is easy to foresee millions upon millions of dollars added to the value of agriculture through services provided the farmer by radio."

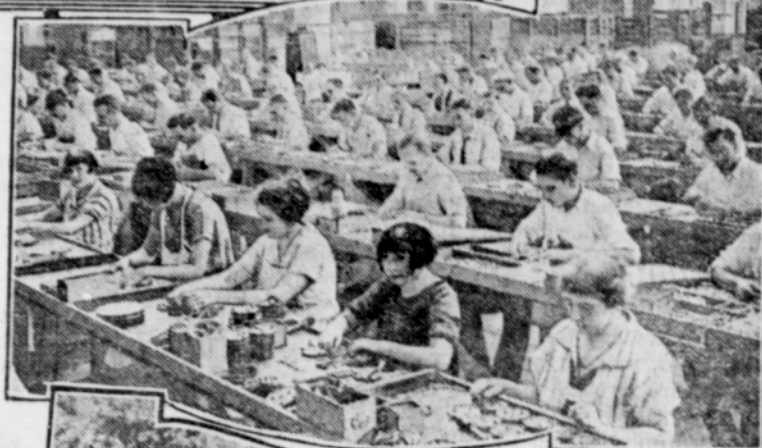
Folks on the farms and in the country towns where general prosperity depends on the prosperity of agriculture are particularly favored by radio. To the city man or woman, the use of radio is limited to recreation and the reception of general information. They enjoy the concerts, the dance programs, the lectures and other features that come to them by day and night over the air, but their pleasure and enjoyment is the principal recompense for their investment in radio equipment.

The same programs that entertain the city listener are received also by listeners-in on the farm, where they are received with equal pleasure and satisfaction. But in addition to the programs of entertainment and general information, of interest alike to city and country, radio is being used more and more to carry to the farmer special information of direct assistance to him in the production and marketing of his crops, the breeding and care of his live stock and the prevention of loss and damage from storms, pests and other emergency conditions.

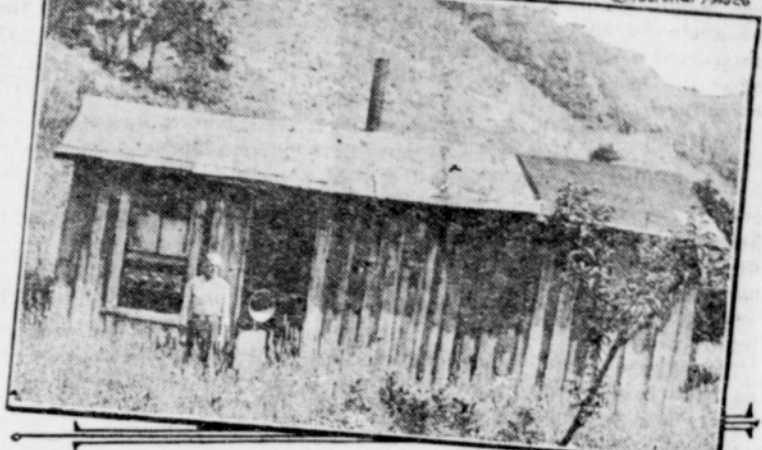
It is this service that raises radio, for the farmer, out of the class of a mere instrumentality for pleasure and recreation alone, and makes of it a utility as helpful in the business of farming as the stock ticker and the telephone are to the broker, or business man in the city.

The greater emphasis on radio as a practical dollars-and-cents investment for the farmer does not come from radio manufacturers or broadcasters or from any group primarily interested in the radio industry. It comes, instead, from the United States Department of Agriculture, whose prime interest is in the progress and prosperity of the American farmer.

The department began an experimental radio market news service in December, 1920. A laboratory transmitter at the United States bureau of standards was used to broadcast, on a 400-meter wave length, by radio telegraph from Washington, a radio marketgram and turn it over to the newspapers in their own towns, or give copies to the banks or stores to be posted on bulletin boards.



ASSEMBLING RADIO SETS



RADIO IN THE HILLS OF WEST VIRGINIA

The practical results of this first experiment, I am told, encouraged government authorities to broaden the service, and in April, 1921, through arrangements with the Post Office department, wireless market reports were broadcast several times a day from air mail radio stations in half a dozen different cities. By January, 1922, these market reports were being relayed and broadcast by radio telegraph through a chain of stations reaching from coast to coast.

Then came the era of radio telephone broadcasting and with it the government's radio service for farmers grew by leaps and bounds. Well-established schedules of weather, crop and market reports are now broadcast from more than 100 stations in all parts of the country and no agricultural community is out of reach of Uncle Sam's farm radio service.

A recent study by the department, through its 2,500 county agents, of the extent to which farmers are finding this service of direct help in their business brought what the government experts regard as convincing proof that a radio receiving set is now definitely recognized as a part of the agricultural plant of the up-to-date farmer. Typical of this view, as expressed by these farm experts, is one I have seen from Earl S. Miles, county agent for Washington county, Indiana.

"Farmers in this county," Mr. Miles reported, "now think of radio in terms of an investment that will return a profit through more intelligent selling of live stock. The most encouraging thing today is to see farmers, located 15 or 20 miles from a railroad, equipped with a radio and a truck. The radio keeps them informed as to the market, and when prices are right they can put their stock on the market within two or three hours. Before the day of farm radio they had to take chances on what the market would be when they reached the yards."

Gardner C. Norcross, county agent for Plymouth county, Mass., reported still another angle of advantage for the farmer equipped with radio. "Radio," he says, "has proved one of the most effective methods of teaching better farm practices and thereby appreciably increasing farm profits."

As a result of the thorough endorsement by county agents of the benefits being bestowed by radio and the appreciation voiced directly by the farmers themselves, four new farm fea-

tures were recently put on the air by the Department of Agriculture, all designed to be of direct material advantage to the farm family. These are: A farm news digest, consisting of short items of agricultural news not accessible to the average farm reader; "Fifty Farm Flashes," a daily service of 50 timely, practical questions put by farmers and answered by agricultural authorities; the housekeeper's half hour, an informal program designed to supply both information and inspiration to housewives, putting at their disposal the great fund of facts interesting to homemakers which are developed by the government bureau of home economics and similar research agencies and the Radio Order of Junior Gardeners, a program especially for boys and girls but helpful also to grown-ups.

The latter, it seems to me, gives an authoritative discussion of timely gardening subjects. Boys and girls who enroll in the order are later furnished the talks and supplementary gardening material in printed form.

In addition to these programs, broadcast by the government for the direct benefit of farmers, I am told that agricultural information of a sort that returns dividends in dollars and cents is being distributed by radio through more than a score of state agricultural colleges. Many of these colleges are now using radio in broadcasting their college extension courses. One fine thing about this is that boys and girls financially unable to attend college are, through radio, enabled to enroll for these courses, take their examinations and receive college credit therefor. Radio owes a great deal to Secretary of Agriculture Jardine, formerly head of the Kansas State Agricultural college at Manhattan, Kan., who was the pioneer in the broadcasting of college extension courses. As a result of the extensive use by this institution of radio as an aid to agriculture, under Mr. Jardine's direction, Kansas claims a larger percentage of farms radio equipped than any other large agricultural state.

Of necessity, the dollars-and-cents side of radio on the farm is often the deciding factor as to whether or not a farmer can afford to equip his home with a radio. But, despite any direct financial return, it is to be doubted, after all, whether the money profit that the farmer receives through his radio, however great, represents its greatest value to him.

such as Vesuvius and Etna, on the shores of the Mediterranean; Popocatepetl, in Mexico; the several volcanoes of Japan; Mount Erebus, in the Antarctic continent, and all of the rest.

Tea Table Talk

In contrast to the story that the earl of Arlington was the first to drink tea in England about the year 1658, a correspondent quotes from a news sheet of that year the advertisement "That excellent, and by all

physicians approved, China drink, called by the Chinese 'Icha,' by other nations 'Tay,' alias Tee, is sold at the Sultaness Head Coffee-House, in Sweetin's Rents, by the Royal Exchange, London." (In 1699 (he adds) an act of parliament imposed a duty of eight pence per gallon on all tea made for sale, and it is reasonable to suppose that the beverage would be very popular when this was done.")

Oysters are now being hatched in incubators.

Daddy's Evening Fairy Tale

By MARY GRAHAM BONNER

KING LION

"They say," commenced King Lion, when Queen Lioness with a great roar interrupted him.

"When you remark that 'they say,' do you mean people?"

"I do," said King Lion.

"They say so," snarled Queen Lioness.

"You're mighty 'cross today," said King Lion.

"Well, it is the business of a lioness to be cross. Every lioness deserves the title of queen of the beasts far more than the lions deserve the name they have been given of king of the beasts.

"We are far wilder. We say it often but it is true. We're more dangerous."

Queen Lioness roared and showed her teeth as she said this, so that visitors at the zoo drew back from the railing outside of the big cages where the lions were and trembled just a little.

Her voice was very loud and terrible to hear.

"Go on with your story," she said after a moment.

"People say," roared King Lion and Queen Lioness smiled the best smile she could give which was a pretty wild looking smile, and added:

"That's better."

"People say," continued King Lion, "that when I am free I am a coward. They—I mean people—think because I go quietly through the forest, trying not to be seen that I am a coward."

"Then, when they see or hear me roar and let myself be seen on the plains, they say I have no sense."

"They complain of me whatever I do, and they are always giving their reasons about my actions."

"Then other animals show their superiority in many ways—that is a grand word meaning that they show they can do some finer things than I can do."

"They tell their stories."

"They have reasons for their actions too."

"It is true that I go silently and craftily through the forest."

"It is because I do not wish to be seen. I wish to hunt and capture my prey without being caught."

"You're a clever old lion," said Queen Lioness, "but you are not as smart as I am."

"When I roar," continued King Lion, "and shout and expose myself to danger that way and people say I am foolish and foolhardy and so con-



"Your's Mighty Cross Today," said King Lion.

celled about boasting that I cannot help but be seen, they want me to be perfect and do not think of their own shortcomings."

"Don't they like to hear themselves talk?"

"Don't they boast when they succeed? Haven't I heard gentlemen with their little boys here at the zoo. One gentleman has talked to another, and in a loud human voice, one has said:

"Yes, I did pretty well in business last year. I had a pretty good year."

"The other isn't going to be outdone and he will say:

"Well, I had a pretty good year myself."

"And then one little boy will say to another little boy:

"I have a toy automobile and it goes too."

"And the other one says:

"That's nothing. I've got a canoe."

"Yet they talk about the lion's boasting and roaring! But I am a coward. I cannot do as once I did. People do not give me a fair chance. They hunt me with guns. What chance have I against guns?"

"I don't fight with guns. They have everything on their side."

"I have to be careful, too."

"Ha, ha, ha," said Queen Lioness, "I can't be bothered talking to you any more. Here comes my dinner."

Just at that moment huge pieces of meat were thrown in the lions' cages and for a moment or two everything in the lion house was very, very still. But when they had finished King Lion began again:

"People mistake cowardice for cleverness. I'm not a coward, but I'm clever. Especially considering the advantage they have over the poor lion with their wicked firearms."

No Argument

Uncle—My boy, it will pay you to be diligent in your studies. Remember, what you have learned no one can ever take from you.

Small Nephew—Well, they can't take from me what I haven't learned either, can they?

FARM STOCK

BALANCED RATION BEST FOR SHEEP

Sheep need a well-balanced ration the same as other farm animals, and one of the most efficient rations that can be fed is that one which is composed largely of legume hay like clover, alfalfa or soy-bean hay, D. S. Bell of the Ohio experimental station told sheepmen at the annual meeting of the state wool growers' association recently.

That sheep will do better on a ration which is properly supplied with a high-protein feed was illustrated by one test at the experiment station where wide and narrow rations were compared. Those ewes which were fed rations low in protein gave birth to puny lambs, half of which died and the others were off feed, so that they could not be continued for a year on such a ration.

"A man without legumes cannot keep sheep as efficient producers," Mr. Bell summarized his statement on the value of clover and alfalfa hay. Timothy hay was described as particularly poor for sheep feeding, not so good even as oat straw. In order to keep down costs the speaker recommended a limited allowance of corn silage or fodder.

The best form to supply the additional protein needed in the ration, in this expert's judgment, is through the use of linseed meal, and for sheep he prefers the pea seed. The meal makes the troughs gummy, but if this form is fed he recommends that it be given on silage. About a pound of linseed meal to six or seven pounds of grain was recommended. The stock ration at the experiment station is three parts of corn, three parts of oats and one part of linseed meal. No grains are ground.

Where all silage was fed to ewes at the experiment station, the lambs were of good size but very weak and flabby, lacking in vitality, even though the silage was supplemented with a good grain ration. A third of a pound of alfalfa daily per head made a wonderful difference.

The ration for breeding ewes, Mr. Bell further pointed out, should be different from that for fattening lambs, as the ewes should not become too fat. At Purdue university the recommended fattening ration for lambs is composed of silage, clover hay, corn and cottonseed meal.

Young Cocklebur Plants Are Poisonous to Swine

Spring mortality among hogs may be materially decreased by keeping the swine away from places where young cocklebur plants appear, according to Dr. R. R. Dykstra, dean of veterinary medicine at the Kansas State Agricultural college. Investigations have shown that the partially developed leaves of young cocklebur plants are sufficiently poisonous to cause the death of hogs if a large enough amount of them is eaten.

One and one-half pounds of the plant will poison a 100-pound hog. Twelve ounces will be fatal to a 50-pound pig. This is not an excessive amount when the abundance of the plant and the fact that early in the spring hogs have no other green stuff to fill up on are considered.

An exact method of treatment for cocklebur poisoning has not yet been developed. Doctor Dykstra advises administration of some fatty substance, such as lard, bacon grease, raw linseed oil, or even milk. These should be given as first aid and a veterinarian called for additional treatment.

On their own merits modest men are dumb.—Coleman.

Live Stock Items

Breeding, feeding and housing are important factors in most live-stock enterprises.

Cattle and horses do not like sweet clover pasture at first. This is owing to the presence of a volatile oil. However, when they become accustomed to the flavor, they like sweet clover almost any way.

Even pigs like to be clean, and farmers who are most successful in swine raising know that the pigs farrowed in clean quarters are the ones usually most free from round worms, bull noses and other swine troubles.

Worm-free pigs are the best kind to raise but that kind can't be found in old, dirty pens. Hot lye water used to clean up the hog house before the pigs are born will help keep the little fellows free from worms.

Scrub hogs require 25 per cent more feed than pure breeds to make 100 pounds of gain.

It pays to breed a mare to a good stallion or jack. Good young horses and mules are scarce, and consequently they are bringing better prices this spring than for several years past.

Only 26 colts per thousand head of horses were foaled in Ohio last year. In 1924 the number was 38, rural economists at the Ohio State university have found.

HIGHER THAN WOOLWORTH BUILDING

The Yearly Sales of Lydia E. Pinkham's Vegetable Compound

The Woolworth Building in New York City, which towers 792 feet above the street, is our highest building.

If all the bottles of Lydia E. Pinkham's Vegetable Compound sold in one year could be placed end to end, they would make a column as high as the Woolworth Building. And there would be enough left over to extend from Lynn, Massachusetts to Cleveland, Ohio.

"I have lots of work to do and I am not very strong, but I was getting worse all the time until I began taking Lydia E. Pinkham's Vegetable Compound. I used to lose my appetite completely at certain times, but I feel very well since I began taking this medicine. I think so much of it that I would go before a notary and swear to its merits. You could step into my home any time and you will find a bottle of Lydia E. Pinkham's Vegetable Compound."—Mrs. FRANK M. CASEY, 220 South 11th Ave., Mount Vernon, N. Y.

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Positively eradicates from the skin all tan, moth patches, salow complexion, pimples, eczema, etc. At drug and dept. stores or by mail. Price \$1.25. BEAUTY BOOK LIT. FREE.

DR. C. H. BERRY CO., 2973 Michigan Ave., Chicago, Ill.

Imaginary Feast

The expression "Barmecide's Feast," meaning an imaginary banquet, originates from a story in the "Arabian Nights" entertainment of a rich Barmecide, to whom a poor man, Shacabac, applied for charity, saying he was starving. The Barmecide invited the poor man to dinner and, calling for rich foods and rare wines, although none was actually provided, described each in detail as he urged his guest to fall to and enjoy himself. Shacabac entered into the spirit of make-believe and expressed his enjoyment of the imaginary feast. By so doing he won the favor of the rich man, who thereupon provided him with real food and later gave him a responsible post in his household.

Sure Relief

BELLANS FOR INDIGESTION 25 CENTS

6 BELLANS Hot water Sure Relief

BELLANS FOR INDIGESTION

25¢ and 75¢ Pkgs. Sold Everywhere

Numbers World's Jews

How many Jews are there in the world? According to the expert, Doctor Lestchinsky, there were in the world only a few more than 14,000,000 in 1925, and the rate of increase is not great. Of the total, the vast majority, namely 9,232,276, live in Europe. America has only 3,844,089, and Asia, Africa and Australia insignificant numbers. In 1897, Europe contained nearly 84 per cent of all the world's Jews; today it has only 63 per cent. The Jewish movement toward the new world is distinctly visible. Now the Jews in America are 2.1 per cent of the total population.

On their own merits modest men are dumb.—Coleman.

Help That Achy Back!

Are you dragging around, day after day, with a dull, unceasing backache? Are you lame in the morning, bothered with headaches, dizziness and urinary disorders? Feel tired, irritable and discouraged? Then there's surely something wrong, and likely it's kidney weakness. Don't neglect it! Get back your health while you can. Use Doan's Pills, a stimulant diuretic to the kidneys. Doan's have helped thousands, and should help you. Ask your neighbor!

A California Case

J. B. Smith, retired blacksmith, 99 W. Villa St., Pasadena, Calif., says: "The kidney secretions contained sediment and burned in passage. There was a lameness throughout my back and when I stooped, sharp pains took me and dug in deeper when I straightened. Doan's Pills regulated my kidneys and drove the pains from me."

DOAN'S PILLS

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STIMULANT DIURETIC TO THE KIDNEYS
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CASH PAID for dental gold, old bridges, old plates, diamonds, discarded jewelry, magnets, points. Cash by return mail. Florida Gold Refining Co., 21 Adams, Jacksonville, Fla.

IRRITATING RASHES

For quick, lasting relief from itching and burning, doctors prescribe

Resinol

Fire Pockets in Volcanoes

The modern theory of volcanoes imagines that the reservoirs of molten lava which feed the fire peaks are small and superficial. Instead of communicating with the earth's supposed interior fires, the two volcanoes of Hawaii probably possess, not far below the earth's surface, some kind of local pocket of fluid and highly heated lava. Similar pockets exist, it is believed, beneath the other active volcanoes,